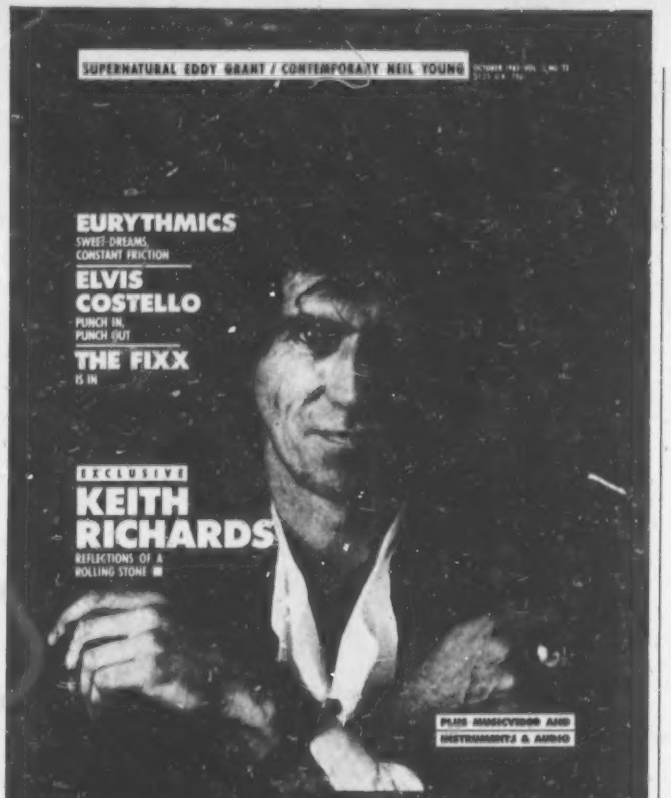

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Source: 1984 Simmons Primary Readership Study, Total Adult Readers.

ADWATCH

Fast-food's favorites fire fast, furious flurries

By SCOTT HUME

An open letter to Keith Reinhard, chairman and chief executive officer, Needham Harper Worldwide:

Are you sure you still want the McDonald's account back?

Why put yourself and your agency through the stress that must come with handling a fast-food assignment? It's such a volatile product category to be creating advertising for.

Consider the September results from ADVERTISING AGE's adWatch survey of consumer advertising awareness. Last month, Wendy's International introduced new advertising featuring Clara Peller and, boom, the top-of-mind-awareness rankings for the fast-food category got rearranged again.

McDonald's still is No. 1. Its advertising came to mind first for 40% of the 1,260 adults surveyed last month. But that represents a drop of 10.3 percentage points from August's 50.3% share of first mentions.

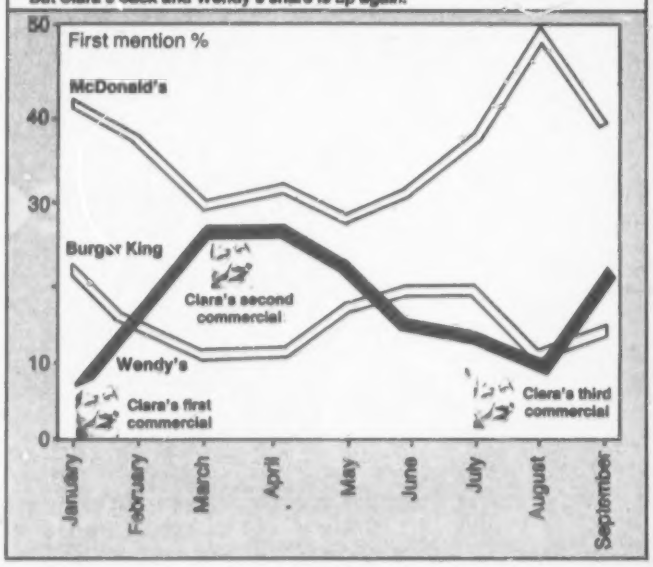
Wouldn't you rather let Leo Burnett USA, Chicago, lose sleep over such roller-coaster results, Mr. Reinhard?

McDonald's loss was Wendy's

(Continued on Page 82)

Clara beefs up Wendy's recall

When Wendy's has run advertising featuring Clara Peller, the percentage of respondents for whom Wendy's ads come to mind first soars. When the chain gave the "Where's the beef?" campaign a rest during the summer and switched to product advertising, Wendy's share of first mentions declined. But Clara's back and Wendy's share is up again.



Warner cutting cable losses

By MAURINE CHRISTOPHER

Determined to continue to trim the losses that hit $99 million in 1983, Warner Amex Cable Communications is expected to intensify the search for investment partners for new franchises in Milwaukee and New York, now that its Pittsburgh system has been sold to Tele-Communications Inc. for $93.4 million.

That sale, at upwards of $1,200 a customer, sets a high price tag for a losing system, but it does not cover the company's $130 million investment in the country's most lavishingly programed and produced system.

Also sold this week, subject to municipal approval: Warner Amex's St. Louis and suburban systems to Cencom Cable Associates, St. Louis.

Drew Lewis, Warner Amex chairman, could not be reached for comment. The key question has become whether he wants to bail out on any of his other financially ailing big-city systems. Warner Amex's stake in Chicago was sold earlier this year.

Since taking over as head of Warner Amex, Mr. Lewis has been methodically trying to renegotiate franchise contracts in cities where Warner executives, in hindsight, realize they overpromised to win the territory. Adjustments already have been made to scale down in Milwaukee and in Dallas. Some changes also are being made in the blueprint for all the new systems to be built soon in New York City. Warner Amex has parts of Brooklyn and Queens.

Some industry observers have the impression Mr. Lewis' instructions from his bosses at Warner Communications are to convert each costly big-city operation to a financially viable setup or get out. WCI had just reported earnings of $24.4 million for the third quarter of 1984 compared with a $122.4 loss in the comparable quarter last year due to red ink from its then subsidiary Atari. Without specifics, the report said cable losses were down.

The sale of an intricately priced and tiered 73,000-subscriber system in Pittsburgh was completed after the mayor and city council agreed to allow TCI to cut the channels from 63 to 44, to discontinue the two-way Qube service and to reduce local access and studio production requirements.

John Sie, TCI senior vp, promised Pittsburgh officials to lower basic rates for subscribers for the slimmed-down schedule. He said Denver-based TCI, the country's largest multiple-systems operator, charges customers from $5.25 to $9.50 a month for basic service compared to Warner Amex's $5.35 to $11.50. Warner Amex, he estimated, has been spending $42.8 million annually to run a $22.4 million-grossing cable company in Pittsburgh.

Mr. Sie said TCI was the only mso to step forward to rescue Pittsburgh from an economically unsound formula devised during the national cable-franchise frenzy of the late '70s when "many cable companies promised anything in order to outdo their competition and satisfy the cities' demands."#

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FTC lifts S&H order on stamps

WASHINGTON—The public's growing aversion to trading stamps during the last 10 years has injured Sperry & Hutchinson enough that it no longer has to offer cash to collectors of its Green Stamps.

That was the gist of a Federal Trade Commission order last week that unanimously lifted an 11-year-old FTC requirement that S&H satisfy consumers who want dollars instead of merchandise for their stamps.

"Conditions have now changed to the extent that consumers can readily avoid both S&H stamps and trading stamps in general in virtually all markets," the commission order said, "and, as a consequence, can avoid injury that might otherwise arguably result from a merchandise-only policy."

In asking for the modification in July, S&H noted the trading-stamp industry's sales in 1983 were only about 20.1% of their 1965 level, measured in constant dollars.#

Alda stays on top of his 'Q'

By JAMES P. FORKAN

Alan Alda remains the "favorite" tv personality in the over-all 1984 Performer Q study released by Marketing Evaluations. Bill Cosby led among the black audience and Clint Eastwood among the Hispanic segment.

Mr. Alda's popularity probably continues to derive from the consistently popular syndicated "M*A*S*H" series, while Mr. Cosby's exposure until this fall owed to guest appearances and commercials for General Foods Corp.'s Jell-O. Mr. Eastwood's popularity can likely be attributed to his theatricals on the tv circuit.

The research was tabulated last spring, well before Mr. Cosby's highly rated NBC-TV comedy series "The Cosby Show" began.

Harry Morgan, another ex-"M*A*S*H" regular who now costars in CBS-TV's "AfterMASH" comedy series, ranked No. 7 out of 1,107 personalities in the latest Q report.

Marketing Evaluations, Port Washington, N.Y., arrives at the Q rating scores by dividing the percentage of the sample who regard a performer as "one of my favorites" by those who are "familiar" with that personality. It also publishes periodic TvQ reports on viewers' "favorite" tv series, which sometimes indicate to tv networks and others whether a program that scores only so-so in the A.C. Nielsen Co. audience ratings might have potential for greater popularity.

This marks the first year that the research company has done an analysis of performers' popularity within the Hispanic community, said Marketing Evaluations president Steven Levitt. That's because previously the company had not been able to identify "a sufficient number of Hispanic respondents to allow for a separate breakout," he explained.

The research company has done breakouts among blacks, however.

Acknowledging that Marketing Evaluations for the past year or so has been under fire in some quarters (for example, from some Los Angeles legislators) for perpetuating discrimination in the casting of Spanish performers in tv programming, Mr. Levitt said that the new study "shows that we're trying" to correct that situation.

Among the Q top-10 performers, Emmanuel Lewis and Daniel Travanti are the newest, the rest qualifying as show business veterans. Emmanuel is in his second season in ABC's "Webster"; Mr. Travanti is in his third year on NBC's "Hill Street Blues."

Another relative newcomer, Eddie Murphy, who just missed the top 12, was a "Saturday Night Live" regular a couple of seasons on NBC before shifting to the big screen. Mr. Murphy scored a 38 Q rating in the general sample, compared with a 55 among blacks and 58 among Hispanics; the latter put him second only to Mr. Eastwood with the Spanish viewers.

Most of the top-10 Performer Q personalities do not star in weekly series but rather are most visible through either theatrical films shown on tv (including Mr. Eastwood, Dustin Hoffman and Paul Newman) or through specials (including George Burns, Carol Burnett and Bob Hope). Lucille Ball, besides appearing periodically on specials, is highly visible via her syndicated "I Love Lucy" and "Here's Lucy" comedy series.

Marketing Evaluations now is gathering data on the performers in this fall's new tv series.#

Top 1984 performer Q ratings

The dozen favorite tv performers, and how they ranked among black and Spanish viewers. The Q ratings are arrived at by dividing the per cent who rank a performer "one of my favorites" by those who are "familiar" with that personality. Note: The all-performer "norm" Q rating is 17 in the total sample, 21 in the black sample, 19 in the Hispanic. The top-ranked stars among the ethnic samples are shown in boldface. Source: Marketing Evaluations, Port Washington, N.Y.

Rank	Performer	Q Rating Total sample	Q Rating among Blacks	Q Rating among Hispanics
1.	Alan Alda	50	38	45
2.	Clint Eastwood	45	52	**59**
2.	Bob Hope	45	35	53
4.	Carol Burnett	43	52	55
5.	George Burns	42	37	44
5.	Dustin Hoffman	42	56	54
7.	Lucille Ball	41	44	45
7.	Harry Morgan	41	25	24
7.	Paul Newman	41	45	39
10.	Emmanuel Lewis	40	53	57
10.	Daniel J. Travanti	40	47	44
12.	Bill Cosby	39	**71**	23

Viewer involvement helps tv ads

By MAURINE CHRISTOPHER

Put tv commercials in a program that targeted customers watch with more than the usual amount of involvement and they will be more likely to stick around during the ad breaks and respond favorably to the commercials.

It may not be a high-profile, well publicized or even a high-rating program, but if would-be customers are wrapped up in it, it's a good choice for an ad.

That advice comes from Elizabeth Roberts, president of Television Audience Assessment, Boston, after TAA's latest qualitative ratings and commercial effectiveness study. TAA so far has spent $2.5 million of the John & Mary Markle Foundation's money trying to find the best method to provide qualitative ratings for a continuing regular service to show not only what programs viewers watch, but how they react. The service, once it begins, also aims to give sponsors data on how many people watched the commercial and how effective it was.

TAA's latest commercial effectiveness study covered 470 young (aged 18 to 49) female heads of household gathered in small laboratory groups last year in Kansas City. The participants were divided into distractions-available and no-distractions-available environments for their tv screening sessions. Distractions meant a living room setting with food, drink and magazines. The no-distraction panelists watched tv on a theater set.

TAA reported that people "involved with the programs" being screened were more likely to remember what the commercial said, to like and believe the commercial and to indicate they might buy that product in both groups. Asked how behavior in such an artificial setting could reflect what a viewer would do at home, Steven Holt, TAA general manager, said this study confirms what they found in earlier diary and phone studies made in the home.

These researchers use four criteria to gauge commercials' effectiveness: Brand name and message recall, over-all evaluation of the commercial, credibility of the message and intent to purchase. For qualitative program ratings, TAA has created two yardsticks—program impact index (based on whether a program touches one's feeling and/or provides information) and program appeal index (rated from zero to 10 for its entertainment value).

Mr. Holt said TAA hopes to begin providing TAA qualitative ratings for programs and effectiveness data for commercials annually during crucial sweeps periods if the company can find a partner to finance the service. Markle is helping with the search. They probably would start using diaries and phone checks and move into electronic data collection later.#

VU/TEXT adds AP, 'Globe'

PHILADELPHIA—Knight-Ridder Newspapers' VU/TEXT, an interactive informational database here, will add the full text of the *Boston Globe* as well as the news reports of the Associated Press in January.

Editions of the *Globe* dating back to 1977 will be included in the database. Each day's newspaper will be available the following day. The AP national and international news reports will be put into the database with a two-day lag.

VU/TEXT carries the full text of the *Allentown* (Pa.) *Morning Call, Lexington* (Ky.) *Herald-Leader, Miami Herald, Philadelphia Inquirer & Daily News, Sacramento Bee, Wall Street Transcript, Washington Post* and *Wichita* (Kan.) *Eagle-Beacon.*

VU/TEXT next year will add the *Chicago Tribune, Detroit Free Press, Gary* (Ind.) *Post-Tribune, San Jose Mercury* and Knight-Ridder's *Journal of Commerce.*

The database can be connected with any personal computer equipped with a telecommunication modem, for charges ranging from $75 to $100 per hour.#

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AdWatch

(Continued from Page 12)

gain. The third "Where's the beef?" commercial and spots promoting a scratch-card game promotion tied to ABC's "Monday Night Football" broke Aug. 27.

For September, Wendy's advertising's share of first mentions was 21.3%, up 9.6 points from 11.7% in August. Dancer Fitzgerald Sample, New York, has to worry about keeping its renewed momentum going, Mr. Reinhard. Do you really want to worry about such things again?

And take a look at Burger King. When new comparative advertising from J. Walter Thompson USA, New York, broke in May, Burger King's advertising awareness jumped nearly seven points. In August it dropped 8.1 points. Last month it was up two points to a 13.8% share, putting it in third place.

The account execs at JWT now have to worry about Wendy's again as well as McDonald's.

I don't want to tell you your business, Mr. Reinhard, but in the past two years, fast-food advertising has emerged as the most changeable, unpredictable category of the nearly two dozen surveyed each month.

Needless to say, it's a jungle out there.

The adWatch survey is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample of consumers to name the advertising that first comes to mind over-all and in 22 product and service categories from all they have seen, heard or read in the previous 30 days.

In September, 1,260 adults were questioned by phone. Under adWatch methodology, an increase or decrease of 2.8 percentage points from the previous month's results is considered statistically significant and attributable to more than sampling variation.

Wendy's also was the most frequently named advertising over-all in September, returning the chain to the No. 1 spot it had held from February through May this year.

The top 10 in over-all unaided recall last month were, in descending order, Wendy's, Pepsi, Coke, Miller/Lite, McDonald's, Burger King, Ford, Budweiser/Bud Light, Chevrolet and IBM.

Several advertisers last month lost ground they had gained during the Summer Olympics broadcasts. McDonald's 10.3 percentage-point drop in awareness is undoubtedly due to the termination of its Olympics scratch-card game and Olympics advertising campaign as well as to Clara's return.

Advertisers in other categories also felt the effects of the Olympics' absence:

- Levi Strauss, a major Olympics advertiser whose awareness score jumped nearly 10 points during August, fell back 6.6 points in the **apparel** category last month. But with 13.4% of first mentions it still maintains a solid lead in that category.

Jordache moved from 3.3% in August to 5.9% and the No. 2 spot in the September survey. Calvin Klein, with a new campaign for its underwear line, moved into the No. 3 spot with a 5.2% top-of-mind recall share.

- The Olympics' official airline, United, also lost some of its August gain in September. United's advertising in the **airlines** category came to mind first for 14.9% of those polled, a 5.7 point decline from August's 20.6% share.

American Airlines' advertising, carrying its new "Something special in the air" theme, was a close second with 13.1%, up slightly from the previous month's 11.5%. Eastern Air Lines made an even better showing last month, rising 2.9 points to an 11.9% share in September.

- Kodak and Canon, both Olympics advertisers, each lost awareness as they continued their battle for supremacy in the **cameras and photographic equipment** category. Kodak's advertising came to mind first for 23.7% of the sample, 3.4 points less than in August. Canon claimed 17.3% of first mentions last month, a decline of 5.3 points.

In the No. 3 spot last month for the first time was Minolta, with 6.4% of first mentions. Close behind were Nikon (5.5%) and Polaroid (5.2%).

- Apple lost share to primary competitors IBM and Commodore, but still kept a huge lead in the **computers** category. Apple's 35.4% share of first mentions in September represented a 3.4 point decline but still was nearly three times greater than No. 2 IBM's 13.1% share. Commodore was third with 7.5%.

Even with its aggressive new "Dare to compare" campaign, Texas Instruments' advertising failed to place among the top five in the category for the first time this year.

- "Bingo!" as Miller Lite pitchman Bob Uecker says in one of the brand's most recent and most popular commercials. For the first time, Miller Lite last month ranked second in the **beer** category behind perennial leader Budweiser. Lite ads came to mind first for 9.2% of the sample, compared with 16% for Budweiser. In that No. 2 spot, Lite replaced Miller High Life, which dipped three points to 7.4% and fourth place.

Coors remained No. 3 with 8.4%.

- Now that Procter & Gamble has put the Ivory name on shampoo and conditioner, it's not surprising that the brand's awareness level has jumped. Ivory was recalled first for 11.7% of the sample, up 3.9 points from August. Ivory threatens to become the dominant brand in the **soap and shampoo** category, which had been a fairly closely contested one.

Head & Shoulders remains No. 2 (6.3%), with Prell in the No. 3 spot (5.9%).

- Tide already had an insurmountable lead in the **laundry products** category, but it boosted that lead even further last month. Tide's awareness share rose 3.6 points to 27.9%. Far behind are Cheer (4.8%) and All (4.2%).

- Ford's lead in the **cars and trucks** category was whittled down last month. After picking up 5.2 points in August, Ford's share dropped back 6.5 points to 21.1% in September. Chevrolet was second with 13.9%; Toyota third with 9.8%.

Making a move last month was Datsun/Nissan, which passed Chrysler and Dodge to move into the No. 4 spot with 5.5%. By the way, that share breaks down to 3.2% who said Nissan and 2.3% who said Datsun. The name-change campaign is working.

- Last month's adWatch summary failed to note the strength of the impression advertising for American Home Products' ibuprofen-based pain reliever Advil has made. Advil moved into the No. 2 spot in the **medicine and drugs** category in August with a 7.7% share and a 3.8 point increase. Advil's September score dipped a bit to 6.6%, but it still holds second place behind Tylenol (28.5% last month).#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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